

Best Practices – Marketing, Recruitment, Retention and More

Have best practices to share? Please send them to missy.brownson@ky.gov today!

Stay in contact with students.

- “We have been texting our students, calling our students, writing our students, sending them messages to their Facebook accounts. We have discovered that students really feel like we care about them. Some students ignore us for a while, but when they see that we are not giving up, they respond very positively to that.” – ***Jerry Shaw, Anderson County***
- “Fliers and postcards are mailed on a regular basis to past students.” – ***Kayla Watts, Breathitt County***

Ask for favors.

- “We asked one of our most circulated local newspapers to use our phone number on every page as a filler ribbon. So, every week, on every page, *GED call 464-9812* is located throughout the paper, sometimes several times on the same page. Our phone stays busy with inquiries about adult education. We are confident that the ribbons in the local paper contribute to the phone calls.” – ***Cheryl Botner, Lee County***

Have an online presence.

- “Our center is utilizing Facebook and we now have an excellent webpage that links students to various educational and informational websites.” – ***Annette Jefferson, Taylor County***

Develop partnerships.

- “I feel one of our program’s best practices is our partnerships! Our local Boyd County Interagency Council’s monthly meetings provide a great opportunity to meet with so many local agency/program representatives. Each member has access to all other members’ e-mail addresses, either as a council group or as individual contacts. The One Stop Career Center, Voc Rehab and the public library are also good, solid partners.” – ***Joan Flanery, Boyd County***
- “McDonald’s, Pizza Hut and Subway will give us coupons for a free sandwich or free special meal, and we decide which students get them based on how hard they work in our center and other needs.” – ***Mickey LaFavers, Casey County***
- “We consider our partnership with the local board of education invaluable. Each time a student visits the Director of Pupil Personnel with plans of dropping out of school, the director hand delivers the student to us. Most often, the student and parent find adult education to be a better fit and the student enrolls with us. Last year, nine dropouts walked through our doors with very low assessment scores, but they passed the GED test and some enrolled in college. Without the close partnership with the local board of education, this success would not be possible.” – ***Cheryl Botner, Lee County***
- “Our partnership with the local family resource centers is invaluable to our program and to the parents who use the services of each center. We have had the opportunity to recruit students from Farley Elementary School, as well as other schools served by the resource centers. McCracken County Adult Education has a signed partnership agreement with Reidland Middle School and Farley Elementary School to maximize resources to support, promote and jointly coordinate services for children and families participating in the 21st Century Community Learning Centers Program. Adult education staff set up informational tables for parent open houses and present information at parent workshops. The 21st Century grants will pay for parents to take the GED test.” – ***Tammy Owen, McCracken County***

- “Partnerships are what we feel to be so very important to recruiting students and receiving referrals for our adult education classes. We have partnerships with: Appalachian Pregnancy Center, ARH Hospital, Big Sandy Community & Technical College, Commonwealth Educational Opportunity Center, Pike County Drug Court, Model City Day Care, Office of Employment and Training, Pike County Board of Education – Head Start Program and Northpoint Academy Program, Pike County Detention Center, SMART Recovery Program, Vocational Rehabilitation, and WestCare-KY. All partners are provided/offered the following services from the adult education instructors: GED preparation; remediation for entry into postsecondary, workplace or homework help for families; COMPASS, ASVAB, Paraeducator, ACT test prep; NCRC; basic computer skills with language and grammar instruction; completion of resumes and applications; improving literacy skills; tutoring; and ESL services.” – **Judith Branham, Pike County**
- “We partnered with our local McDonald’s here in Campbellsville during the GED promotion. A young lady who achieved her GED at our center in July of this year is currently working at McDonald’s; we featured her in a half-page flier that went into every McDonald’s drive-thru order. McDonald’s also runs messages about GED attainment and our phone number on their marquee.” – **Annette Jefferson, Taylor County**

Participate in community events.

- “The adult education center is open during the annual Western Kentucky Community and Technical College open house and is staffed to provide information to the public on GED, National Career Readiness Certificate (NCRC), and COMPASS preparation .” – **Tammy Owen, McCracken County**

Get your message on local radio.

- “We have regular PSAs on the radio and participate in local radio shows and spots, giving updates to the community about our GED program.” – **Kayla Watts, Breathitt County**

Put it on a t-shirt.

- “T-shirts with a catchy slogan and center information are given to all students (and even some students’ family members, if need arises). We see these all over town.” – **Kayla Watts, Breathitt County**

Help students pay for GED® testing.

- “We refer students to DCBS caseworker for GED testing voucher. If students are interested in postsecondary, we refer them to our Commonwealth Educational Opportunity Representative; he helps them with GED assistance and the completion of financial aid paperwork. Sometimes, local donations are made by the Jackson Woman’s Club. Usually this donation will help at least one student with the testing fee.” – **Kayla Watts, Breathitt County**
- The family resources programs at both elementary schools pay the test fee for any first-time test taker who has a child in Head Start or elementary school.” – **Jackie Robertson, Hancock County**
- “Our greatest resource for assisting students with the GED testing fee comes from Morehead State’s Commonwealth Educational Opportunity Center (CEOC). A counselor from this program visits our center twice monthly and provides students with a voucher to pay for the GED testing fee.” – **Cheryl Botner, Lee County**
- “Although we do not have an official scholarship developed, the Paducah River City Business and Professional and Women’s Club has assisted with the payment of two GED tests since September 1, 2012. The women of this group have agreed to help when needed. The \$60 has been requested when a student self-discloses the need for payment.” – **Tammy Owen, McCracken County**

- “We are participating with McDonald’s on January 22 to get 20% of all counter sales; all funds raised will be used to help pay for students’ GED tests in 2013.” – **Annette Jefferson, Taylor County**
- “Casey and Monticello banks give a check once a year for GED testing fees and it goes into a foundation fund. We don’t advertise that we have these funds, because everyone would ask for help, which would be impossible to do. We decide what which students’ GED tests to pay for based on performance and need.” – **Mickey LaFavers, Casey County**

Plant your message in yards.

- “We place yard signs around the entire county. They are nice and colorful and produced by a local sign company.” – **Kayla Watts, Breathitt County**

Host special initiatives.

- “The Green County Adult Learning Center staff has been visiting local radio stations to promote our ‘12 Days of GED.’ We are encouraging students to come in not only to study for the GED, but to win door prizes and gift cards – all in time for Christmas! In the past week, we have been on three local radio stations and are planning on visiting two more next week.” – **Emily Jeffries, Green County**

Help students take the next step toward postsecondary education.

- “We offer one free three-hour credit class at Bluegrass Community and Technical College for Boyle program GED graduates.” – **Melissa Rowe, Boyle County**
- “If a student has plans to attend college, (Morehead State’s CEOC) counselor (that visits center twice monthly) assists them in filing the FAFSA form for financial aid and answers any questions they might have about college enrollment.” – **Cheryl Botner, Lee County**
- “Super Sunday is an annual event designed to promote the importance of getting a college education. The adult education center and Western Kentucky Community and Technical College partner with African-American churches in the community to talk about the admissions process, the financial aid process, college programs and student services.” – **Tammy Owen, McCracken County**